



March 12, 2026

The Honorable Peter Welch and The Honorable Richard Blumenthal
Via Electronic Delivery

Dear Senator Welch and Senator Blumenthal,

On March 3, 2026, a Democrat member of the Senate Judiciary Committee in a hearing involving Department of Homeland Security Secretary Kristi Noem defamed me along with my company The Strategy Group for Media.

“\$143 million subcontract went to the husband of your press person.” - Senator Schiff

This statement is factually incorrect, and I respectfully request that you have your colleague correct the official record and issue an apology. The facts are The Strategy Group for Media was hired by Safe America Media LLC to serve as a subcontractor to them for production work. For the “Stronger Borders, Stronger America” campaign discussed in the hearing (Task Orders 1 and 4) we provided limited production services, for which **we received \$226,137.17 for video and audio production, a sum representing approximately one-tenth of one percent of the contract value** he referenced. His statement is without factual basis.

Falsehoods continued under Senator Welch’s questioning of Secretary Noem as he stated:

“This is a person who also worked on your memoir.” “He worked with Mr. Lewandowski. Mr. Lewandowski brought Mr. Yoho into your camp... they had worked on the Louisiana Governor’s campaign.” - Senator Welch

The facts are I did not work on Secretary Noem’s memoir. Secretary Noem directly hired me for her re-election campaign. Additionally, in your letter you both state that Mr. Lewandowski was an intermediary that facilitated our company’s work for then-Governor Noem. This is remarkably false as I was in direct contact with her as we executed her successful Gubernatorial re-election advertising campaign. I did not work on Governor Landry’s direct campaign. Nor did I work with Mr. Lewandowski on this race. The Strategy Group did some PAC advertising supporting Governor Landry—Mr. Lewandowski was not involved.

Basic research or requesting this information from me prior to your hearing would have eliminated this diatribe and the damages done to me and The Strategy Group for Media.

You failed to do so. These facts would have been politically inconvenient to the insinuation you were making, that perhaps Mr. Lewandowski financially benefited from The Strategy Group for Media having a subcontract with Safe America Media LLC. **Let me be very clear, Mr. Lewandowski has not received any money from myself, the Strategy Group for Media or any of our subsidiaries for our work with Safe America.** Any such claim is disgusting and defamatory.

With those facts in mind, I'm happy to now address the questions you published in NBC News prior to sending to me on March 6, 2026.

Any questions regarding our subcontract, timeline, and communications with Safe America Media LLC leadership and DHS personnel regarding the production services we provided Safe America Media LLC will need to be directed to Safe America Media LLC due to the limitations we have from the Confidentiality Provision in the contractual Agreement with Safe America Media LLC, that is common in commercial transactions. In preparation, I have instructed our IT and Legal team to properly search and prepare any communications they find that match your request. As you know, to handle this type of request properly more time than the week deadline you provided is necessary but in good faith we will execute as quickly as possible in the event Safe America Media LLC exempts us from the Confidentiality Agreement, or they agree to fulfill your request. I'll also note the failure to provide a limited timeframe in which you would like to see communications searched. I will assume the beginning of the current administration is what you meant.

Exhibit A includes our invoices to Safe America Media LLC for an initial signing fee and for our production work on the "Stronger Borders, Stronger America" campaign (Task Orders 1 and 4). **The production work for Safe America Media LLC for those two task orders total \$226,137.17 which covers 5 film shoots, 45 produced video advertisements, and 6 produced radio advertisements.** I know you both are familiar with production work from your past political campaigns. **Senator Blumenthal, in 2022 you spent \$321,964.66 on production (Exhibit B from FEC.gov) and Senator Welch, in 2022 you spent \$243,415.01 on production (Exhibit C from FEC.gov).** I'm not sure the number of film shoots your firms conducted or the number of produced advertisements that you received for the expense, but I have a feeling that you can agree that we were very fair with what we charged Safe America considering the amount of product we supplied them.

You asked "Do you or The Strategy Group have any contractual, lobbying, or other relationship with Corey Lewandowski regarding this contract? **No, we do not.**

You asked “Did the Strategy Group directly or indirectly compensate – financially or otherwise – any DHS personnel, including but not limited to Special Government Employees, in connection with the DHS ad campaign? **No, we did not.**

Exhibit D provides you with all production professionals, firms, and expenses The Strategy Group paid in performing the subcontract work for Safe America Media LLC. These expenses reflect items such as sub-vendors for film shoots, stock image, and audio licensing.

As requested, Exhibit E provides you a copy of our Ethical Conduct clause within our employee handbook.

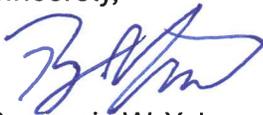
You asked if The Strategy Group received any other contracts or subcontracts on any projects involving DHS? In March 2025 NCN Technology subcontracted The Strategy Group for Media to film and produce advertisements for the US Secret Service to recruit officers. In Exhibit F you’ll find the invoice and associated vendor expenses for that work. Any information regarding the subcontract should be directed to NCN Technology so we don’t violate the Confidentiality provision in the Agreement. To be clear, just as I stated on our work with Safe America Media LLC, **Mr. Lewandowski was not paid, nor anyone else associated with DHS for Strategy Group for Media’s work with NCN Technology.**

You asked if we intend to pursue additional work related to DHS or any federal agency. I cannot speak for our client Safe America Media LLC and what additional work they may or may not have and if they would request anything from us. The Strategy Group for Media is not currently pursuing any Government contracts, but I can generally say, we love America and if our country calls on our skill set to help solve a problem you can count on us to be there.

I appreciate the opportunity to address your comments and questions – I only wish the opportunity would have been provided to me prior to the defaming of my name. I look forward to hearing if you’ll honor my request to correct the official record and know I will graciously accept an apology. I genuinely hope this helps your understanding. Thank you both for your service.

May God Bless America.

Sincerely,



Benjamin W. Yoho

Chief Executive Officer

The Strategy Group for Media